HARDWARE

PRODUCT MOVEMENT AUDIT

Strong Biz

(Continued from page 51)

past because fewer consumers could afford to make even basic repairs to their homes this time around.

Now consumers are again tackling some of those smaller repairs.

In plumbing, sales grew about 15% to 18% last year, with most of the sales in repair and replacement items.

The most popular items on our plumbing inventory included toilet tank repair kits and the Executive Head, a shower head unit. These items ranked sixth and seventh, respectively, considerably higher than on last year's product movement audit.

Basic items were also strong in the electrical category. This is another example of making small enhancements to the living environment by adding dimmer switches or new outlets around the house.

The leading items on the list were two types of electrical cable, followed by dimmers, out-

(Continued on page 53)

With more consumer electronics items requiring AA batteries, many discounters are reducing inventories of nine-volts and adding AAs. Harts in Columbus, Ohio, uses a carded wall display for batteries above electric wiring. *(DSN photo)*

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	BATTERIES			
1	Ever E91BP-4 AA Alk Batt	57,850	2.90	167,765.00
2	Ever E93BP-2 C Alk Batt	74,664	2.02	150,821.28
3	Dura MN1500B4 AA Size 4 Pk	43,822	2.88	126,332.64
4	Dura MN1400B2 C Size 2 Pk	58,320	2.02	117,573.12
5	Ever E95BP-2 D Alk Batt	52,104	2.02	105,041.66
6	Dura MN1300B2 D Size 2 Pk	50,208	2.02	101,420.16
7	Ever E91BP2 AA Alkaline	54,720	1.55	85,034.88
8	Dura MN1604B 9 Volt 1 Pk	31,632	2.02	63,896.64
9	Ever 522BP 9V Alk Battery	29,172	2.02	58,927.44
10	Dura MN1500B2 AA Size 2 Pk	34,704	1.55	53,791.20
11	Ever 1215BP-4 AA H D Batt	29,268	1.48	43,433.71
12	Ever 1209 6V Gen Batt	12,960	2.98	38,646.72
13	Ever 950-4 D Gen Battery	27,918	1.25	34,785.83
14	Dura MN1604B2 Volt 2 Pk	9,792	3.32	32,489.86
15	Ever E92BP2 AAA Batt	20,448	1.55	31,694.40
	PLUMBING			
1	Meld 1501 Basket Strainer	5,268	1.55	8,173.30
2	Meld 14206 6" Plunger	5,234	1.45	7,589.30
3	Meld 1603 Ballcock Brass	602	10.95	6,590.40
4	Meld 3525 Shower Massage	305	17.21	5,249.51
5	Meld 18016 6' Fem X Fem	1,447	3.58	5,182.43
6	Meld 1600 Toilet Tank Kit	726	6.50	4,716.10
7	Meld 360 Executive Head	1,022	4.50	4,593.89
8	Meld 361 Guardsman W/Adj	597	7.48	4,466.75
9	Meld 1422 Super Plunger	1,336	3.26	4,358.70
10	Meld 19012 Sink Strainer	672	6.25	4,199.66
11	Meld 1619 Flapper Ball	2,976	1.40	4,185.74
12	Meld 1601 Ballcock Plasti	904	4.48	4,050.37
13	Meld 68321 Towel Bar 24"	402	9.29	3,736.39
14	Meld 373 Shower Massage	358	10.25	3,670.04
15	Meld 312 Rubber Bath Spray	1,563	2.09	3,263.54

(Continued on page 53)

CALENDAR

(Continued from page 51)

tional Convention, Marco Beach Marriott, Marco Island, Fla.

Oct. 20-22
PMA: Photo Marketing Association, Fall Seminar & Trade Show, San Antonio Convention Center, San Antonio, Tex.

Nov. 8-12
AFTMA: American Fishing & Tackle Manufacturers Association Annual Meeting, La Posada, Scottsdale, Ariz.

Nov. 16-18
NMRI: National Mass Retailing Institute Financial and EDP Conference, Dutch Inn Resort Hotel, Lake Buena Vista, Fla.

Feb 11-13, 1984
Winter National Hardware and Home Center Show, Las Vegas Convention Center, Las Vegas, Nev.

Feb. 17-19
National Back-To-School Merchandise Show, New York Coliseum, New York.

Feb. 18-21
Variety Merchandise Show, Coliseum, New York.

Feb. 18-20
National Back-To-School Merchandise Show, Coliseum, New York.

May 7-10
Premium Incentive Show, Coliseum, New York.

READ
CLASSIFIED ADS

In 1984, Weber breaks through the myths about barbeque grill sales.

MYTH: "When it comes to barbeques, there's no real brand awareness."

FACT: For years, we've outspent the rest of the barbeque industry *combined* to plant our name in your customers' minds. Today, Weber is the nation's *number one* barbeque brand... the *only* brand many of your customers know. And in 1984, we'll be spending more than ever to make sure your customers ask for Weber—*by name!*

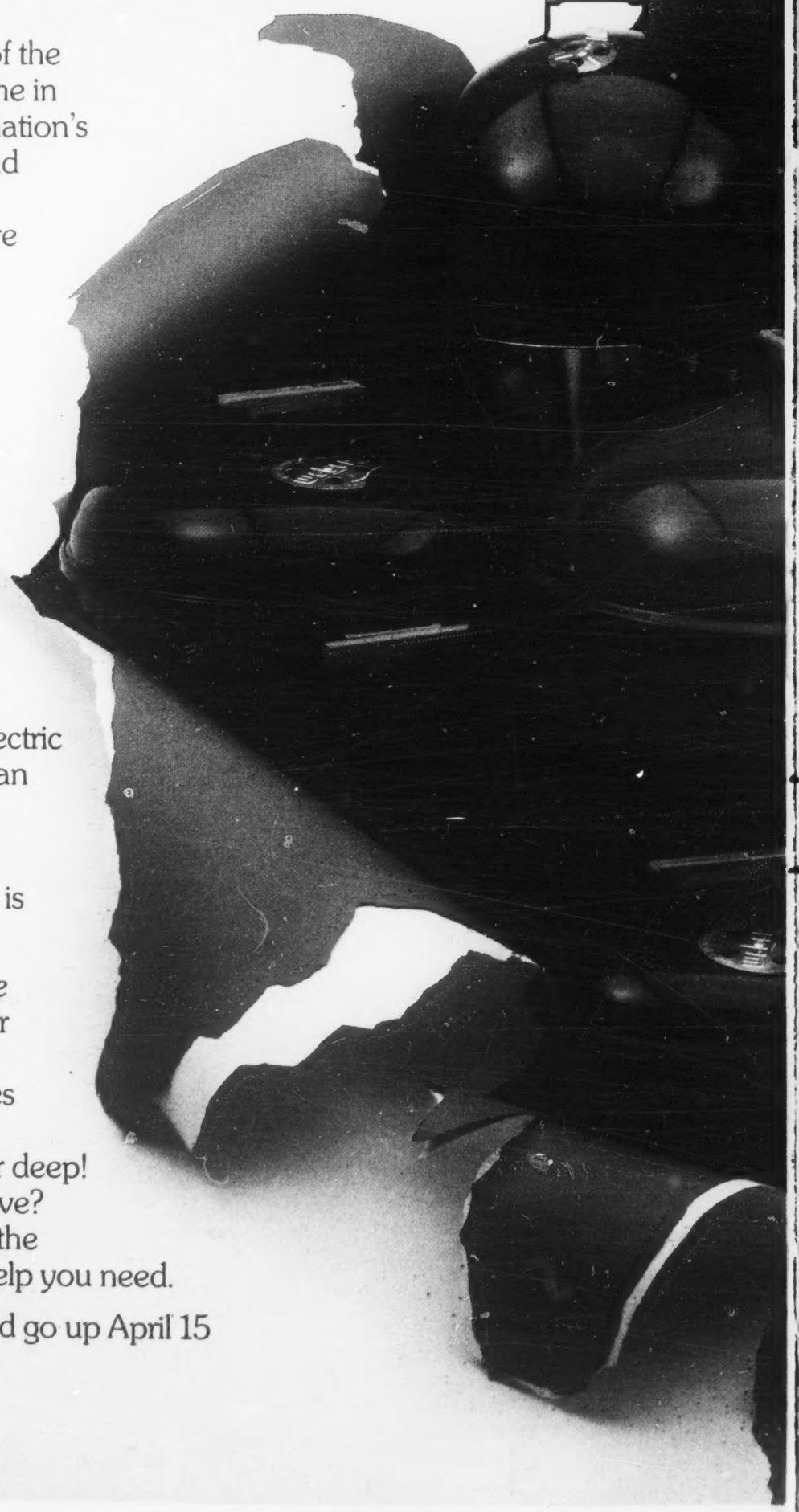
MYTH: "You can't make profits in the barbeque department."

FACT: You can if you merchandise the Weber Dynamic Season™ program. You can't expect to make money with just one or two SKU's—*step-up and add-on sales* are the key to barbeque profits. Many of your customers will trade up to Weber's extra-value colors or Weber Gas Kettles—*if* you display them. And every Weber owner is an instant candidate for our high-margin accessories or the top-of-the-line The Web® electric bug killers, too. Your Weber Representative can help you put together the right planogram for your needs. Just ask!

MYTH: "The best approach to barbeques is to keep your inventory low."

FACT: That's the best way we know to *lose sales.* No dealer gets stuck with leftover Weber inventory—our complete support program, including a month-long network TV blitz, takes care of that. In fact, many dealers are out of stock and out of luck by Memorial Day! Order deep! Not sure how much Weber stock you can move? Ask your Weber Representatives. They have the Dynamic Season planograms... and all the help you need.

MYTH: "The barbeque department should go up April 15 and come down July 5."



©1983, Weber-Stephen Products Co.

HARDWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
ELECTRICAL				
1	Genc 12-2-100 Romex NM	546	20.37	11,122.02
2	Genc 12-2-50 Romex NM	700	11.00	7,703.85
3	Levi 801-6671 Dimmer	1,806	4.16	7,515.67
4	Carl 4170 81-1/2" CL Lamp	1,409	5.25	7,395.84
5	Epak Moc-6C Multioutlet	407	16.81	6,839.84
6	Angl 76013 Forte Chime Kt	228	25.94	5,914.77
7	Levi 801-6101 Night Light	3,345	1.75	5,868.80
8	Levi 800-7090PG Knob Sock	2,689	1.96	5,270.44
9	Levi 800-1215 Ground Outl	3,668	1.40	5,135.20
10	Carl 03302 100' Org Ext	341	14.35	4,893.35
11	Genc 14-2-100 Romex UF	237	19.95	4,728.15
12	Genc 14-2-100 Romex NM	307	15.40	4,727.80
13	Levi 800-697 Plug Outlet	1,910	2.46	4,706.24
14	Levi 800-6098PG Butt Sock	2,865	1.67	4,612.65
15	Genc 14-2-50 Romex NM	566	8.13	4,603.84
STAINS				
1	Deft Quart Defthane Gloss	864	6.68	5,773.68
2	Deft Quart Defthane Satin	723	6.68	4,829.64
3	Deft Qt Wood Finish	719	5.94	4,270.86
4	Foby 0010 Furn Refin 16 oz	803	4.73	3,794.18
5	Foby 0011 Furn Refin 64 oz	260	14.58	3,790.80
6	Bull White Shellac 3 lb qt	782	4.40	3,441.58
7	Bull White Shellac 3 lb pt	1,200	2.82	3,385.80
8	Min 224 Spec Walnut qt	666	4.85	3,227.77
9	Min 2716 Dark Walnut qt	627	4.85	3,040.95
10	Min 230 Early Amer qt	575	4.85	2,788.75
11	Min Poly Gloss 1 qt	396	6.00	2,378.97
12	Min Poly Satin 1 qt	370	6.00	2,220.00
13	Deft Spray Wood Finish	630	3.49	2,202.80
14	Foby 0013 Furn Refin 32 oz	251	8.75	2,195.75
15	Min 210B Golden Oak Qt	450	4.85	2,182.50

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
SEALANTS				
1	Krax 240CD Krazy Glue	15,264	0.98	14,958.72
2	Duro Supl Super Glue	14,904	0.98	14,605.92
3	Bord E701 Wood Glue 8 oz	7,823	1.62	12,704.55
4	G.E. 2567-012 Caulk Clear	1,368	6.33	8,656.70
5	Bord E702 Wood Glue 16 oz	3,019	2.73	8,241.87
6	Bord E379 Elmers Glue 8 oz	5,943	1.30	7,737.79
7	G.E. 361 Seal Clear	2,562	3.00	7,675.75
8	G.E. 300 Tube Caulk White	2,484	3.00	7,452.00
9	G.E. 2567-712 Tub Clk Wht	1,070	6.33	6,773.10
10	Duro TT1 Tub 'N Tile Sealer	4,631	1.38	6,418.57
11	Duro CC-8 Contact Cement	3,939	1.58	6,231.50
12	Duro TPX5 Epoxe 5 Glue	3,262	1.47	4,795.14
13	Boyl 8596 P1 Wood 1-1/2 oz	3,491	1.34	4,691.90
14	Duro HC12 Household Cement	4,565	0.98	4,473.70
15	Boyle 8595 P1 Wood Tube 8	4,505	0.95	4,288.76
DUPONT PAINT				
1	50 White Gal	11,556	16.24	187,675.21
2	2386 Ceiling Wh Gal	8,576	13.32	114,270.91
3	1699 White Gal	4,465	17.39	77,637.42
4	2360 White Gal	5,618	13.32	74,857.04
5	2329 Antique Wh Gal	3,940	13.32	52,480.80
6	1800 White Gal	2,451	17.39	42,622.89
7	2331 Clas Cream Gal	1,975	13.32	26,307.00
8	2361 Miss Ivory Gal	1,931	13.32	25,720.92
9	2342 Nat Beige Gal	1,928	13.32	25,680.96
10	2379 Oyster Wh Gal	1,669	13.32	22,231.08
11	2321 Dove Blue Gal	1,492	13.32	19,873.44
12	1629 Antiq White Gal	1,103	17.39	19,181.17
13	1699 White Qt	3,269	5.83	19,064.81
14	2388 Spring Grn Gal	1,384	13.32	18,434.88
15	2389 Alice Blue Gal	1,324	13.32	17,635.68

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PRODUCT MOVEMENT AUDIT

Strong Biz

(Continued from page 52)

lets and other accessories. Category sales as a whole have grown in the past two months, but volume positions on the list are consistent with a year ago.

In basic locks, the market has leveled off and has become a replacement business. When consumers shop for home security hardware today they tend to look at the newer electronic systems.

Another category to grow this past year was batteries. Today the category is shifting from a nine-volt to more of an AA-battery business.

AA batteries have moved to the top of our inventory volume list in the past year, a result of the large number of consumer electronic items in the market using this size battery.

New products have helped stimulate some sales in caulks. Energy savings and consumer demand for easy-to-use products have led to an increase in sales of caulking material that

(Continued on page 54)

FACT: The barbeque department should be making money for you whenever your customers are cooking outdoors—in some areas, that's year-round! Weber's Dynamic Season planograms adjust the *size* of the department to the time of year, region of the country, type and size of store... they even account for the mosquito season for The Web bug killers. Your Weber Reps can help you with a complete, month-by-month selling plan that tells you when to expand your floor space, when to contract it, what merchandise to feature, and when to promote. Ask!

FACT: Weber works in just about *every* kind of store you can think of. In 1984, the Weber line will be making money for supermarkets, catalog showrooms, discount stores, variety stores, drug stores, department stores, hardware stores, lawn and garden stores, sporting goods stores—even appliance stores!

FACT: Nobody knows more about the ins and outs of selling barbeques than #1.

FACT: Nobody gives you more, from heavy network TV to a comprehensive program with detailing help, Dynamic Season planograms, display ideas, window banners, header cards, P.O.P. materials, in-store demonstrations and more!

abc NBC CBS

FACT: At Weber, we got to be #1 by helping retailers succeed with our products. And helping you succeed is what's going to keep us number 1.

weber®

#1 and that's a fact.™

Visit us at the August Hardware Show—Booth M-109.

Super Valu Net Rises 21% in Qtr.

MINNEAPOLIS—Super Valu announced a 21% increase in net income and a 15% improvement in sales for the first quarter of fiscal 1984 at its annual stockholders' meeting here recently.

Super Valu is the parent of Green Bay, Wis.-based Shop-Ko, the 36-unit chain of discount department stores with sales of $395.9 million for its last completed fiscal year, ended Feb. 26.

By fall 1983 ShopKo will enter three new markets—Lincoln and Grand Island, Neb. and Sioux City, Iowa.

"With these new stores and ShopKo's attention to serving the needs of its customers completely and at the lowest price, we are confident of ShopKo's future," said Super Valu chairman and ceo Mike Wright.

Wright reported Super Valu's first quarter sales for fiscal 1984, ended June 18, at $1.7 billion, compared to last year's $1.5 billion. Net income for the quarter totaled $22.5 million compared with $18.5 million the previous year.

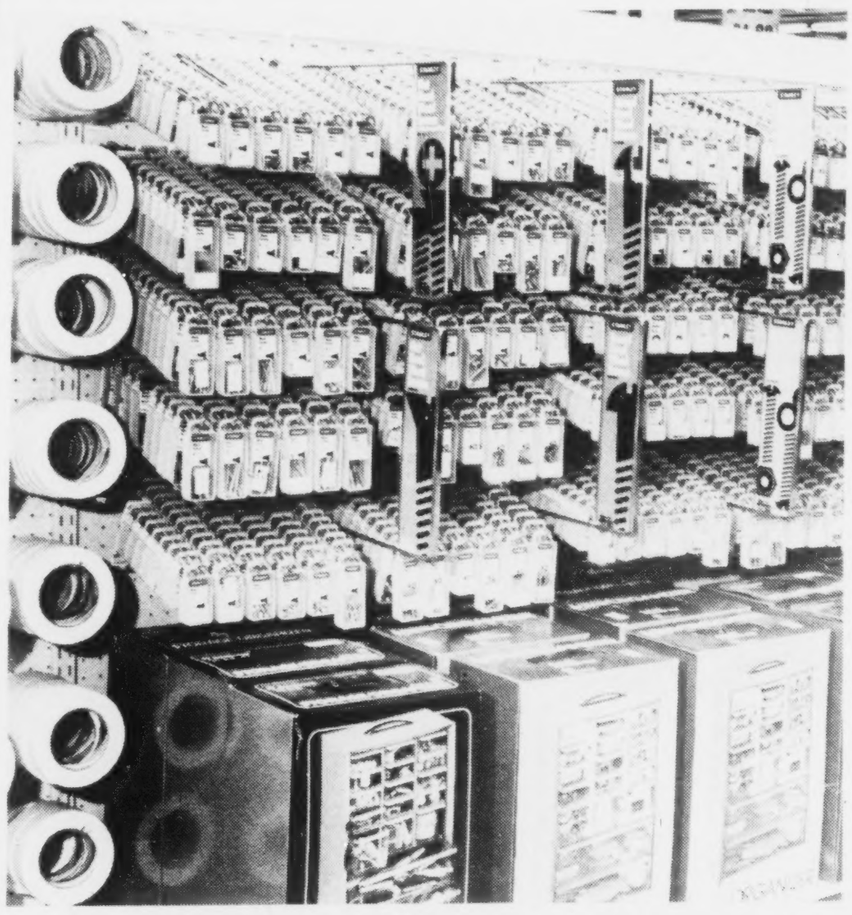
"We see a future that, while filled with challenges, has never looked brighter," stated Wright.

DH Dividend

MINNEAPOLIS—The board of Dayton Hudson Corporation announced a regular quarterly dividend of 15¢ per common share. This follows a previous announcement of a 2 for 1 stock split.

The dividend is payable Sept. 9 to shareholders of record Aug. 19.

HARDWARE



The basic hardware business, like nuts, bolts and nails, has risen 18% from last year, typifying the increase in consumer spending. T.G. & Y. in Edmond, Okla., devotes a good portion of a gondola run to this business. *(DSN photo)*

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	MISCELLANEOUS HARDWARE			
1	Ferm #500 6x8 Shelf Brakt	13,031	0.39	5,108.15
2	Ferm #500 8x10 Shelf Brkt	8,097	0.50	4,080.89
3	USM 203 Glue Gun	367	10.36	3,802.12
4	Ferm #500 10x 12 Shelf Brk	4,722	0.80	3,768.16
5	USM K110 Pop Rivetool	398	9.18	3,655.23
6	Westl 8108 Coat Hook Brass	3,240	1.08	3,492.72
7	Ferm CD556 7-1/2 x 10 Blk B	2,200	1.40	3,080.00
8	Wesl 850B Window Los Bras	1,890	1.08	2,037.42
9	USM S-44 Rivets Steel Md	1,820	1.09	1,987.44
10	Bran 583XC Door Guard	950	2.02	1,915.20
11	USM 220 Ali Purp Glue	948	2.00	1,897.90
12	USM CD4SD Molly Fastner	1,900	0.91	1,729.00
13	USM CD4S Molly Fastner	2,320	0.67	1,559.04
14	Modn 35118 Galvanized Wir	1,092	1.41	1,544.09
15	USM S-42 Rivets Steel Sh	1,350	1.09	1,474.20
	CAULK			
1	DAP 6 oz Kwikseal Tub Caulk	7,391	1.86	13,762.04
2	DAP 11465 Acry Latex Caulk	4,403	2.00	8,814.81
3	DAP PT Vinyl Spackle Pst	3,616	2.00	7,232.00
4	DAP 11240 Relyon Caulk	7,740	0.84	6,501.60
5	DAP Qt. Vinyl Spakl Paste	2,296	2.83	6,493.09
6	DAP Rely-on Latex Tube	5,850	1.10	6,470.10
7	Full 195-21 Max Bond	3,638	1.76	6,417.43
8	DAP Pt. 33 Glazing Compound	2,793	1.93	5,396.07
9	DARW J20 Cart. Polyseamsl	1,280	2.91	3,727.36
10	DAP Acryl Latex W Si Lic	1,389	2.62	3,636.40
11	DARW 4 oz J-6 Polyseamsel	2,008	1.81	3,626.45
12	DAP Acryl Latex Caulk Br	1,680	2.00	3,363.36
13	DAP 1/2 pt. Vnyl spkl pst	2,364	1.29	3,049.56
14	DARW 7.6 oz J-12 Polysmsl	1,092	2.74	2,996.45
15	FULL 198-21 Power Grip	1,153	2.45	2,824.85

Source: Schreiber, hard goods distributor, Lititz, Pa., for June 1-30, 1983. covering 600 discount stores in 19 mid-Atlantic and East Coast states. Average retail prices reflect typical price points for discount chains.

PMA®

PRODUCT MOVEMENT AUDIT

Strong Biz

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can be applied directly to surfaces without the use of a caulking gun.

We are now carrying the DAP Ready-to-Caulk aerosol that sprays directly onto surfaces. Although the item hasn't reached the top 15 list, the convenience and the $3 or $4 consumers save by not having to buy a caulking gun will make the item hot.

In stains, significant growth was due to more manufacturer advertising, hammering away at the idea that stains are easy to use. Consumers are responding to the category and staining kits are seeing action.

While the kits don't appear in this PMA, we anticipate that staining kits will become a big part of the category's business within the next 12 months.

Stain sales, which grew 25% since last year, should grow at the same rate by next June, as consumers continue to do more of this work on their own.

How to maximize your profits in planterware sales

STRATEGY NO. 1

Stock 40 or 50 SKU's of the fastest-selling decorator plastic planters to maximize your profit yield per foot. Match your merchandise to your customers; continually weed out slow sellers, and add new sizes, styles, and colors, to achieve the optimum product mix for your store. Keep in mind that the average number of plastic planters per household has increased 230% over the past 7 years, and will continue to increase.

STRATEGY NO. 2

Stock more of the larger size plastic planters. Research shows that large containers have grown in sales more than the medium and small sizes because 77% of plant owners buy new planters for repotting plants that have outgrown their present containers.

STRATEGY NO. 3

Buy Garden Scene® planterware from the one company that helps you sell-through. Duraco Products supplies you with more than a full line of quality planterware. We stand behind you with new market research statistics, and the commitment to increase your bottom line profits.

FREE BROCHURE

Write or call for our full line brochure, and for more ideas on marketing Garden Scene® planterware.

Garden scene

Duraco Products, Inc.
1109 E. LAKE ST., STREAMWOOD, IL 60103
800/323-6762 IN IL 312/837-6615
formerly Phillips Products Co., Inc.

Discount Chains Increase Imports Of Automotives

WASHINGTON—A recent upsurge in discount chain purchases of foreign-made automotive parts and accessories has contributed to a steady increase in the level of imported car batteries, headlights and ignition equipments since 1979, Federal international trade regulators found.

A new study released by the International Trade Commission shows that the value of these imports climbed 18% to a record $480 million during the 1979-82 period, with most of the gain reflecting increased shipments from Japan and Canada.

Last year, the I.T.C. statistics indicate that imports accounted for nearly 8% of the $6.3 billion spent by American motorists on batteries, lights and ignition equipment. One reason for the growth of foreign auto parts has been the "influence of discount chains" which tend to "shop more widely for these parts," an I.T.C. official said.

Wickes Negotiates Sale of Toy Chain

SANTA MONICA, Calif.—Wickes is negotiating the sale of its 45-unit Toy World specialty store chain with at least one unidentified retailer.

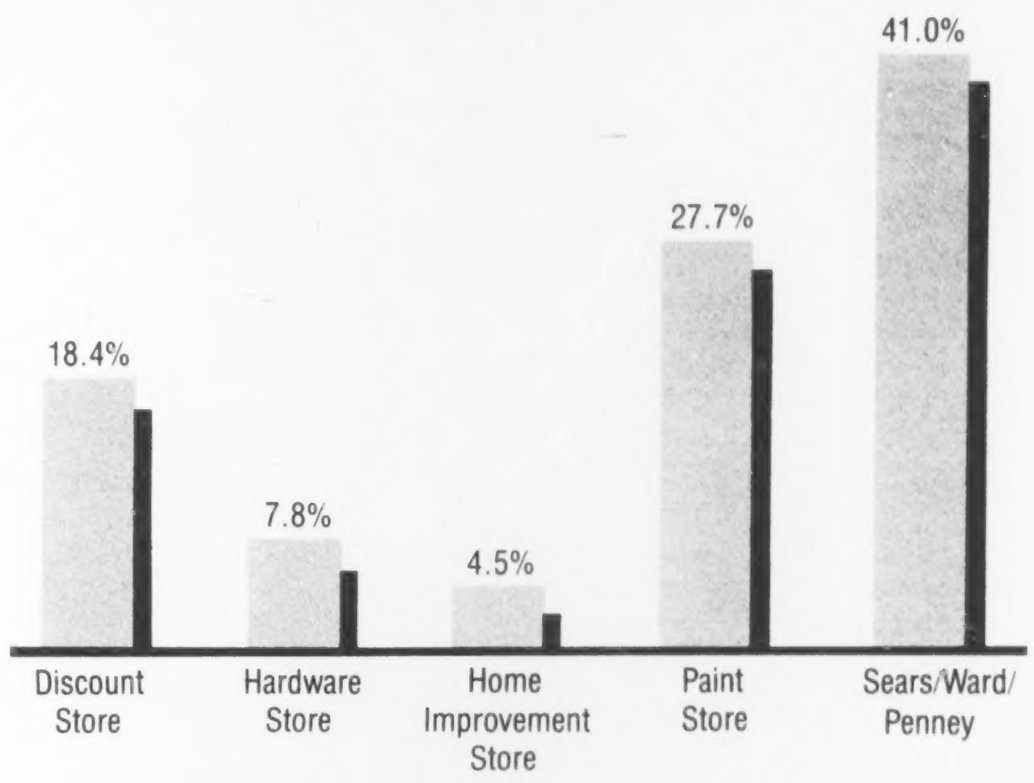
If Wickes, which is in Chapter XI, doesn't find a buyer for the $24.4 million toy chain it will liquidate that operation.

A Wickes spokesman said no deadline has been set for either the sale or liquidation of Toy World.

Toy World stores are in major shopping centers and malls in California, Arizona, Nevada and Utah.

HARDWARE

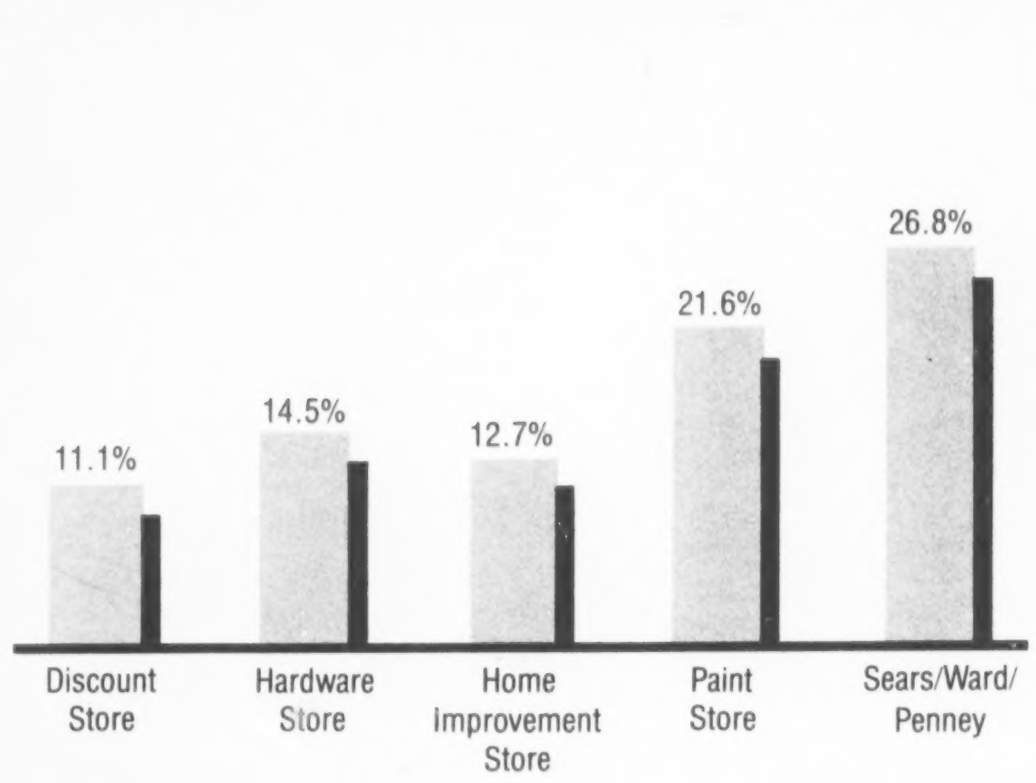
Where Consumers Shop For Interior House Paints



Source: 1981 Frost & Sullivan Study

Consumers say the main factors in selecting a retailer for interior paint are price, assortment and shopping convenience. Women select the brand of paint 37.2% of the time; their husbands do so 25.3%.

Where Exterior Paint and Stains Are Purchased



Source: 1981 Frost & Sullivan Study

While a leading retailer of interior paint, discounters don't fare as well in exterior paint and stains. They evidently aren't meeting consumer preference for preferred brands, good pricing and convenience.

COSCO IS STEPS AHEAD OF ALL THE REST.

Cosco is the leader in step stools. With more years of experience than all the major competitors combined. Cosco offers unsurpassed quality and the most complete line you'll find anywhere.

But we don't stop there. We're taking steps to make your selling easier. With new and innovative self-sell, six-pack merchandisers. Ready to use with four color point-of-sale.

Keep in step with Cosco.

DIYer Lives Longer in Same Home

NEW YORK—The average do-it-yourselfer in 1983 is living in the same home longers, most likely resides in a Snowbelt state and is middle-aged.

These findings were released by Frost & Sullivan at its eighth annual conference on the home improvement product market. Statistics for the study were compiled by Simmons Market Research based on interviews in 15,000 households. Findings for the study, conducted in 1981, were just released. A spokesman for Frost & Sullivan said it was the first such study to be done on the DIY consumer. Previous company projects focused on DIY merchandising.

Michael Kadish, a spokesman for Frost & Sullivan, which interpreted the data, said the major finding of the study was that most consumers who did work in their homes occupied those dwellings an average of five years, instead of the previously believed two.

The Reason Why

The reason: high interest rates during the compilation of the study forced consumers to stay in their homes longer, and therefore spend more money to enhance their present living environment instead of trading up to a new home.

Also significant, said Kadish, was a finding that more of the DIY population resided in the northern Snowbelt states, instead of the Sunbelt region, long believed to be the core of the home products industry.

The study also found that an overwhelming 48% of the DIY market lived in a suburban area, compared to 22% in the city and 30% in rural areas.

Age seems to be another changing factor, said Kadish. The previously believed 22-44-year-old market segment is increasingly giving way to the 30-55-year-old group.

"This is an extremely good sign for the do-it-yourself industry, considering the aging of the population of the United States," said Kadish.

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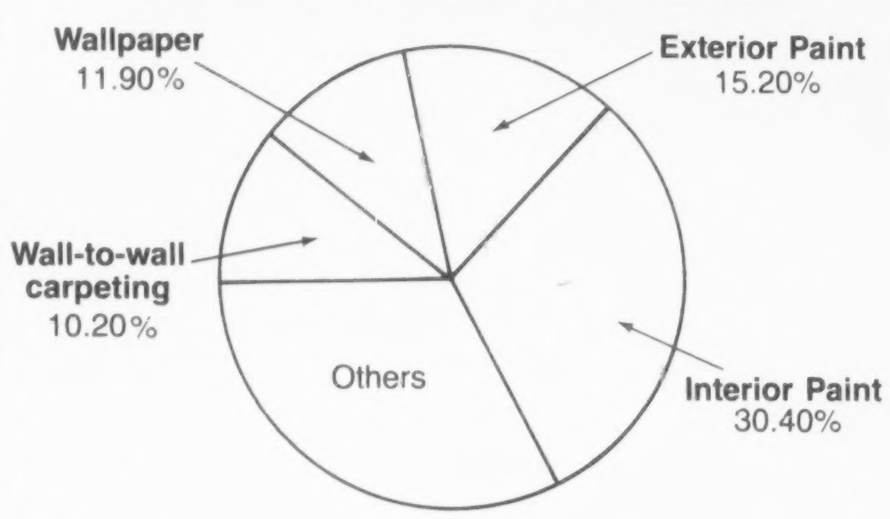
HARDWARE

Profile of Interior Paint and Stain Consumers

Purchasers	% Consumers	Total (Population)
Age:		
18-24	16%	18%
25-34	26	23
35-44	18	16
45-54	16	14
55-64	13	14
65 or older	11	15
Education:		
Grad College	18	16
Attend College	18	17
Grad High School	42	38
Did not	22	29
Household Income:		
$40,000+	15	12
30,000+	33	26
25,000+	46	37
20,000-24,999	14	12
15,000-19,999	12	13
10,000-14,999	17	20
under 10,000	12	18
At Present Address:		
under 1 year	12	16
1-4 years	28	28
5-10 years	23	21
11+ years	36	35

Source: 1981 Frost & Sullivan study.

Decorative Product Purchases



Item	1981	1982
Interior Paint	31.30%	30.40%
Exterior Paint	16.80	15.20
Wallpaper	12.30	11.90
Wall-to-wall carpeting	11.30	10.20
Wall paneling	5.20	5.60
No-wax sheet vinyl	5.60	3.90
Indoor-outdoor carpeting	2.50	2.50
No-wax floor tile	4.30	2.50
Other floor tile	2.90	1.80

Source: 1981 Frost & Sullivan study.

Stain Without Strain

As the ease of staining becomes more apparent to consumers, discounters foresee an increase in sales. Caldor, Baltimore, promotes its latex redwood stain at $6.19 a gallon through an endcap display. *(DSN photo)*

DIYer

(Continued from page 56)

The study revealed that 89% of the United States population will buy some type of home-improvement product during the year, the majority of those purchases being of paint. The breakdown is: 17%, exterior paint; 31%, interior paint, and 41%, other home improvement products.

Another factor in the DIY market for the 80's is the increased importance of the female buyer. More female-only households are participating in the DIY boom, and retailers and manufacturers will have to redirect their marketing to this emerging group.

Other findings from the report were:

- As people increase their education, their interest in DIY hasn't dissipated, as was generally thought. The primary market rests with those who graduated from high school, at 44%, and those who attended and graduated college, with an 18% market share each.
- In the occupation category, the dominance of blue-collar workers in the DIY market still was true, although managerial and professional people rose to a 22% market share. The largest market segment continued to be those "not employed," a category which includes the unemployed and retired. Kadish said the study results show these people had more time to work around the house.
- Middle-income households continue to buy the largest percentage of home-improvement products with a 26% market share. However, the under-$15,000 category, once discounted by the industry, has pulled to within 1% of the leader. The under-$15,000 earners, believed out of the DIY market because they didn't own their own homes, form a growing category because of work being done around the apartment.

K mart Dividend

TROY, Mich.—K mart will pay a 27¢ per share cash dividend Sept. 12.

The dividend will be paid on outstanding shares of the corporation's common stock to holders of record on Aug. 19.

BLU-TACK REUSABLE ADHESIVE.
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Blu-Tack is the easy to use alternative to tacks, tapes, pins and staples. It'll hold up posters, notes, decorations, snapshots, practically anything without damaging walls, like tacks or pins can.

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Nonrefillable Ballpoints, Markers Gain

Product	1982 Units	1982 Dollars	1981 Units	1981 Dollars
Fountain Pens	9,484,000	$ 30,823,000	10,860,000	$ 33,041,000
Ballpoint Pens				
Refillable	719,610,000	215,804,000	765,540,000	223,380,000
Nonrefillable	1,276,000,000	134,061,000	1,224,000,000	127,564,000
Roller Pens	142,208,000	65,320,000	147,608,000	66,400,000
Porous Point Pens				
Writing Pens	426,807,000	132,317,000	470,650,000	137,500,000
Coloring Pens	135,640,000	11,922,000	145,230,000	11,165,000
Markers	207,320,000	51,253,000	201,420,000	47,900,000
Mechanical Pencils	77,102,000	68,127,000	78,306,000	69,625,000
Desk Pen Sets	2,608,000	9,700,000	3,521,000	12,104,000
Other*	—	51,000,000	—	53,000,000
	2,996,779,000	$770,327,000	3,047,135,000	$781,679,000

**Estimates partially based on Bureau of Census data. Includes refills for ballpoint pens, fountain pens, and for roller pen instruments, pen points, refill leads, and other items not intended for assembly or resale by another manufacturer.*
Source: Writing Instrument Manufacturers Association.

WIMA Eyes Comeback in 1983

WASHINGTON—The poor health of the nation's economy was blamed for a decline in sales of mechanical writing and marking instruments in 1982, according to a survey by the Writing Instrument Manufacturers Association.

Total unit sales in 1982 were 2,996,779,000, compared to 3,047,135,000 in 1981. Dollar volume declined to $770,327,000 in 1982, compared to $781,679,000 in 1981.

"The industry has finally caught up to the disastrous economic conditions," said Carlos Castillo, president of the association. "It had to come."

But, Castillo said that with the 1983 economy showing signs of a recovery, "we can look forward to resumption of our upward progress."

Board Games

(Continued from page 32)

he talks about sales prospects on such new entries as Pole Position, Masters of the Universe and Sarlacc's Pit licensed board versions.

In addition to Care Bears and Trivial Pursuits, a new adult entry that's retailing nationally for $26-$30, Ames' Springer likes the chances of upcoming Leverage, Exit and Option games. He also cites renewed interest in Chutes and Ladders, Candyland, Risk, Monopoly, Scrabble, Sorry, Clue and Payday. His chain's Smurf and Strawberry Shortcake board game sales are weak.

Keeping a hawk eye out for its best performers, Ames this year has begun enforcing front-face merchandising of the 70 different board games it carries. "The impact is much greater than laying games flat," says Springer, who is willing to invest the space to spark impulse sales. Ames uses another tactic for similiar effect, dubbed "your choice" whereby it advertises several of a manufacturer's games at one sale price in its chainwide mailing circulars. With most Ames stores in secondary markets—marked by little keen price competition and high distribution costs—the chain takes the liberty of 40% gross margins on most board games.

For all the segment's promise, however, B&I's Seward contends that board game manufacturers may be their own worst enemies. "With few exceptions, the games are too faddish, not strategy-oriented; they lack originality and particularly the board versions of arcade games are just not that much fun to play," she says.

DH Foundation Approves Grants

MINNEAPOLIS—The Dayton Hudson Foundation has approved more than $1.4 million in community grants.

Fifty-four grants worth over $1.2 million were given on behalf of B. Dalton Bookseller, Dayton's and Target stores. An additional $126,000 donated by Target will be used to benefit the arts.

We really make this perform...

Because we're the No. 1 replacement plug in cars from Ford Motor. And Chrysler Corporation, AMC, Datsun, Toyota, Honda, Mazda, etc., etc., etc.

We can make your cash register perform like no other brand for one very good reason: More motorists prefer to have Champions in their cars—domestic or import—than any other brand. And that includes a whole lot of cars that were *not* originally equipped with Champions.

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PEAK's NASCAR endorsement and other special promotions add up to increased traffic for you. Banners and other point-of-sale materials bring the excitement of NASCAR racing to your store displays.

And PEAK's co-op programs are among the best in the automotive aftermarket industry. In some instances you can get better than 100% reimbursements!

Specially designed early buys and traffic building programs are yours for the asking. Call your PEAK representative or Fred McLouth toll-free at 1-800-228-2300, and get on the fast track to winning sales.

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AUTO SHOW APAA

See Special Section: Pp. 19-36

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Seedman, 86, Keeps Firm Control As He Takes TSS-Seedman's Public

By ARTHUR MARKOWITZ

BROOKLYN, N.Y.—Octogenarian George J. Seedman is still spurring the growth of the company he founded 54 years ago.

His latest move is taking TSS-Seedman's—the $175 million company he launched as an auto supply store in 1929 in the height of the depression—public in an offering that will raise about $30 million.

Seedman, 86, said he had "no plans to retire at the moment, but it all depends on future events, naturally."

The decision by the highly respected merchant firms up the short-range prospects of the 23-unit discount and specialty store company that was renamed (from Times Square Stores) in his honor in April. But it still leaves unanswered the long-term outlook for the company he has ruled with a strong hand since Day One.

George Seedman and his company are so closely intertwined that he is both its strength and weakness, a number of sources said.

These sources, in tones of admiration for his accomplishments, were quick to list Seedman's contributions to TSS-Seedman's. They include:

- Almost single-handedly managing the company's survival in the highly com-

(Continued on page 50)

TSS-*Seedman's*

"Adequate plans have been going on here for several years to replace people as they retire."—*George Seedman, chairman, ceo, TSS-Seedman's.*

Founder Says $30M Offering Is Unlikely to Spark Takeover

BROOKLYN, N.Y.—Past attempts by other retailers to acquire TSS-Seedman's when it was a private company aren't likely to be any more successful now that the $175 million retailer is going public, founder and chairman George J. Seedman believes.

Once the approximately $30 million stock offering is completed, "we will still have substantial control," Seedman said. Associated Dry Goods, parent of Caldor, a major suitor of TSS-Seedman's in the past, "certainly couldn't" buy enough stock to take control, he added.

The offering's red herring prospectus seems to bear out Seedman's optimistic outlook—but it also shows why TSS-Seedman's is considered a likely long-range takeover prospect by trade observers.

The chain's attractiveness is aided by its status as the major discounter in the Long Island and Brooklyn-Queens portion of the metro New York market, with 11 stores. (The chain also has a twelfth metro New York store, opened last year, in the Bronx, and six stores in Puerto Rico.

(Continued on page 50)

1st L.A. Show Week For Ladies' Apparel To Attract Discounters

By MARILYN NEERMAN

LOS ANGELES—Discounters are heading west and going to CAMP in October.

"This new idea for having an official market period for women's wear in California is a super one," said Hy Zalesnick, vp, merchandising for Ann & Hope.

Merchants from Bradlees, Rose's, Gold Circle, Grand Central and others second the motion. They're planning to attend the first official budget buyers' market weeks, Oct. 17-28, 1983, in Los Angeles. The exhibition was established by the newly formed Los Angeles-based trade association California Apparel Manufacturers Productions, using the acronym CAMP.

Officially organized in June, CAMP now consists of about 85 California women's and children's apparel manufacturers, in budget and "main floor" price ranges, whose goal is to lure more buyers into the California market.

CAMP's major method for accomplishing this is organizing four official budget buyers week periods a year—in October, January, April and June.

The market week concept, it is expected, will eliminate the list of problems—for buyers and California manufacturers—associated with the traditional buckshot scheduling of buyers trips to Los Angeles.

Dorothy Jones, head of the Atlas West buying office and the CAMP's retailers' committee, said: "Buyers' response has been even better than anticipated. One of the Los Angeles market's problems was that buyers never knew when to come out here. Manufacturers weren't ready at the same time; their principals were away, usually in their New York offices. Buyers became more and more

C.A.M.P.

frustrated about coming out to Los Angeles, so more and more manufacturers opened offices in New York. It was a vicious circle.

"We have to bring that feeling of excitement about the California market back to California. Buyers can't properly work the California lines in New York. You just don't get the feel of the trends in a market unless you work with manufacturers on their own turf. You can't work a New York-based line right in Los Angeles or Dallas either."

Discounters noted that California manufacturers were hurt by the shuttering of the Los Angeles regional offices of such chains as Lerner Shops, The Treasury, Gold Circle, Sears

(Continued on page 49)

Digest

Sept. 5, 1983

HOUSEWARES

- **The 10 new Bradlees show** more innovations in housewares merchandising. (p. 7)

HARDWARE

- **Paint sundries get more** space, benefiting early from the economic recovery. (p. 11)

AUTOMOTIVE

- **Automotive sales will rise** 10% this year, buyers predict, despite the boom in new-car sales. (Special APAA show section, pp. 19-36)

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Fall Apparel Is Upgraded By K mart

TROY, Mich.—K mart is still cutting the pattern for its new look in women's apparel.

A check of the women's fall apparel scene in two New Jersey stores shows the chain expanding on two fronts by continuing to build up brands through its "names for less" program and launching a new private label name.

But on a third front—its Jonathan Logan line—K mart has trimmed its assortment for fall.

Visits to stores in Lodi and Paramus, N.J., where the Jonathan Logan program debuted last fall, revealed a retrenchment from last year's gala introduction of the label now sold exclusively by the giant discounter. Career wear has been dropped from the line.

In the fall of 1982 Jonathan Logan was introduced as the

(Continued on page 49)

Automotive Stays in the Fast Lane

Discounters like Jefferson Ward, North Miami Beach, Fla., are betting heavily on continued growth of automotive sales. Buyers nationwide project a 10% overall department increase this year. For more on the hottest segments, see pp. 19-36.

HARDWARE

PRODUCT MOVEMENT AUDIT

Space Up For Paint Sundries

By ARNOLD REINHARD
Director of Sales, Schreiber Company

Discounters are adding more square footage to their paint sundries areas as margins continue to grow on items like paint brushes, tapes and solvents. The upturn in consumer spending and the rise in new housing starts have breathed some new life into the home improvement business.

In areas like electrical and plumbing, even though sales are up as much as 20%, a lot of consumers are afraid to tackle such jobs themselves. But that's not so with painting. They have no fear of hurting themselves, and it's a relatively easy job.

While paint sales themselves have gone up, discounters are in many cases adding linear feet and better point-of-purchase displays to their sundries departments. There is virtually no money to be made selling the paint itself, but margins for sundries usually hover around 50%.

A factor having a strong effect on the sundries market is the amount of female shoppers coming into the stores. Either they were sent with a shopping list from their husbands, or they are the head of the household and are making the decisions. But, they are the actual consumer in the sense that they spend the money.

You would be surprised at the number of discounters advertising and signing the goods to reach this demographic group.

In solvents, much of the movement still seems to be in quarts of paint thinners and turpentine.

Consumers have more selection, too, because they can pick many of these items in paste or liquid form.

With average retail prices in the $2-$4 range for quarts, most consumers stick with them rather than going after larger gallons or pints. A gallon, even though the pricing may be a bit better, is still considered too much product for one job. A pint, on the other hand, is considered too little.

In paint removers, a Red Devil gallon of paint remover, average retail $5.37, was a surprisingly low seller. I think nonflammable on an item's label tends to be a turnoff to many consumers who think the product has less potency. The fact is many consumers do their paint removing outdoors and don't really have any fears of heat or fire causing combustion.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	PAINT REMOVERS			
1	Savo Gal Strypeeze	1,142	11.15	12,733.87
2	Savo Gal Kutzit	984	10.06	9,901.99
3	Mast TM4 Gal Paint Remover	599	15.49	9,276.11
4	Savo Qt Strypeeze	2,514	3.67	9,222.61
5	Savo Qt Kutzit	2,470	3.31	8,165.82
6	Mast TM4 Qt Paint Remover	1,505	5.22	7,856.10
7	Mast TM4 Pt Paint Remover	1,398	3.44	4,804.23
8	Savo Pt Kutzit	2,196	2.09	4,585.25
9	Savo Pt Strypeeze	1,968	2.32	4,565.76
10	Savo Super Strip Qt	924	4.18	3,858.62
	SOLVENTS			
1	Loos Qt Paint Thinner	7,108	1.71	12,161.79
2	Loos Gal Paint Thinner	1,853	5.03	9,323.37
3	Loos Qt Turpentine	2,910	2.23	6,498.03
4	Loos Pt Turpentine	2,759	1.36	3,760.52
5	Loos Gal Lacquer Thinner	543	6.13	3,330.49
6	Loos Creosote Oil Gal	558	5.73	3,195.95
7	Loos Gal Turpentine	400	7.08	2,830.40
8	Loos Qt Lacquer Thinner	1,385	1.95	2,711.14
9	Loos Pt Lacquer Thinner	1,679	1.23	2,069.37
10	Loos Gum Turpentine Qt	696	2.93	2,038.58

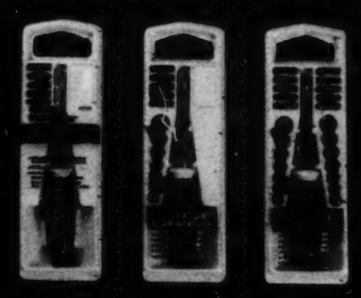
$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	TAPE			
1	Bulk 5180 Duct Tape 2"	3,827	4.98	19,089.08
2	Bulk 2" Mask Tape 6231	7,270	1.91	13,914.78
3	Bulk 275B Mask Tape ¾"	18,036	0.67	12,030.01
4	Bulk 275B Mask Tape 1"	11,007	0.87	9,576.09
5	Bulk 1½" Mask Tape 6231	6,573	1.33	8,768.38
6	Myst M959 Carpet Tape	2,454	2.70	6,618.44
7	Myst M6480 Filament Tape ¾"	3,696	1.62	6,002.30
8	Myst M918 Duct Tape 5 yd	3,336	1.39	4,643.71
9	Myst M958 Fil Strap Tape	1,236	2.02	2,491.16
10	Myst M969 Cloth Brown	2,310	0.97	2,244.17
	PAINT APPLICATORS			
1	Pama 5041 Latex Pan and Roller	5,835	1.96	11,422.01
2	Pama 1031 9" twin pack	7,522	0.98	7,416.69
3	Pama 8130 3" Polyester	2,398	2.52	6,050.15
4	Pama 1033 9" Tri Pack	4,777	1.22	5,818.39
5	Pama 950 9" Roller Handle	3,017	1.68	5,074.59
6	Pama 505 5-pc Roller and Tray Set	1,069	4.50	4,805.15
7	Pama 8130 2" Polyester	2,399	1.69	4,054.31
8	Pama 905 9" Roller Cover	2,229	1.74	3,878.46
9	Pama 8130 1.5 Polyester	2,754	1.29	3,554.04
10	Pama 8160 2" Polyester	1,319	2.45	3,289.59

Source: Schreiber Company, hard goods distributor, Lititz, Pa., for June 1-30, 1983, covering 600 discount stores in 19 mid-Atlantic and East Coast states. Average retail prices reflect typical price points for discount chains.

Introducing Stanley's new Workmaster Ratchet Screwdriver.

One look tells customers this is no ordinary screwdriver. It's more like a whole toolbox that fits in one hand. A Phillips screwdriver. A slotted screwdriver. A ¼" nut driver. A socket driver. A complete fastening system. All built around a rugged, smooth-working ratchet that goes from "tighten" to "loosen" to "lock" with a flick of the thumb. To make any driving job go fast and easy.

It could even drive your sales figures right off the charts. The multi-purpose design is perfect for economy-minded DIY'ers and professionals, too. It boasts Stanley quality from tip to tip: chrome-plated steel shaft, rust-proofed driver bits, and Stanley's high-torque Workmaster handle, with built-in bit storage.



The Workmaster Ratchet Screwdriver is available in 6, 14 or 26 piece sets.

There's a thermoformed case to keep ratchet, bits and optional sockets snugly in place. Plus a complete line of specialty bits and sockets, to keep customers turning back to you for more.

And the Workmaster Ratchet is priced low enough to turn heads. So it's more than the right tool for the job. It's the right tool for the times.

For information, see your Stanley representative, or write Stanley Tools, Division of The Stanley Works, P.O. Box 3000, New Britain, Connecticut 06050.

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1983 Stanley Tools, Division of The Stanley Works

AUTOMOTIVE

Buyers Eye 10% Biz Gain For 1983

By AL HELLER

The recent surge in new-car sales—however sizzling it may be—is having little impact on the rapid rings of discount automotive cash registers.

With many domestic cars on the road nearing middle age, their owners are mixing a dash of tender loving care and do-it-yourself maintenance to keep them humming.

These car ownership trends are reflected in a polling of chain buyers by *Discount Store News*. Automotive buyers expect overall department sales to rise 10% this year—with growth being led by DIY segments like chemicals and replacement parts, and comfort items like seat covers and stereos.

Growth rates will vary by market—with the most impressive gains anticipated in southern California.

A Grand Auto specialty chain spokesman described that robust region: "The economy is rebounding quickly; we're loaded with high-tech industries and have a huge military market. There's huge registration of cars here, and consumers are very accepting of automotive promos and advertising."

For the rest of the nation, prospects also look strong. A recent survey by the Automotive Market Research Council, an Ohio-based membership corporation, points to steady growth in the category for the next four years, fueled by 1.5% annual boosts in the number of cars on the road.

Cars will be older and generally smaller. Do-it-yourselfers will help spark a 2.6% annual growth rate in replacement parts, excluding fuel and oil. Chemicals, positioned as easy-to-use DIY items, will also benefit from this trend of greater car care maintenance.

Sales of car-comfort items like stereos, seat covers and selected accessories will improve as people become more attached to their autos and turn them into mini-mobile homes.

Service centers are another promising avenue for lifting department sales. "New cars are so complicated under the hood that it's difficult for people to still be do-it-yourselfers," said ALCO automotive buyer Lott Smith.

Still, basic DIY provides strong support for automotive discount sales. Women loading 12-packs of oil into their carts are becoming a more common sight.

That leads to greater gift sales, believes Gaylords automotive buyer Joe Tarricone. "There's plenty of browsing and shopping to be done in our aisles," he said, referring to steering wheel covers, wire wheel covers and other accessories.

One major discounter in the Northeast noted "a near sellout" this past Father's Day, when it promoted the Black & Decker CarVac at $15.97. He said that 165 psi air compressors achieve 90% sell-through when promoted at $15.

But, discounters save some of their biggest accolades for seat covers and stereos—image-making gift items on which they take roughly 35% gross margins. "Even if people receive them as gifts, they often come to the store themselves to upgrade," said an Ames spokesman. He added that "price points on stereos of up to $200 don't mean a thing."

Ames converted that shopper enthusiasm into a year-to-year 30% auto sound sales boost during the first half of 1983. Backed by an ad in nearly every circular, Ames car sound systems sell briskly from 4-ft. freestanding Kraco displays set between the chain's automotive and record departments.

"People willingly pay for more features and better quality," the spokesman said, citing a boxed kit as Ames' best seller. Including a prewired AM-FM cassette player, speakers and power booster, the kit retails everyday at $99.99, and is advertised every third circular at $79.99.

At ALCO's 123 stores, auto sound sales rose 37% since the first half of last year. Sutura displays in all its stores, and Pioneer units in the 10 largest, sell systems for $33-$269, with specials moving well about once a quarter, said electronics buyer Dick Millner.

Like many discounters, he sees consumer preferences for high-end goods, has stopped selling 8-track systems, and provides no service or installations.

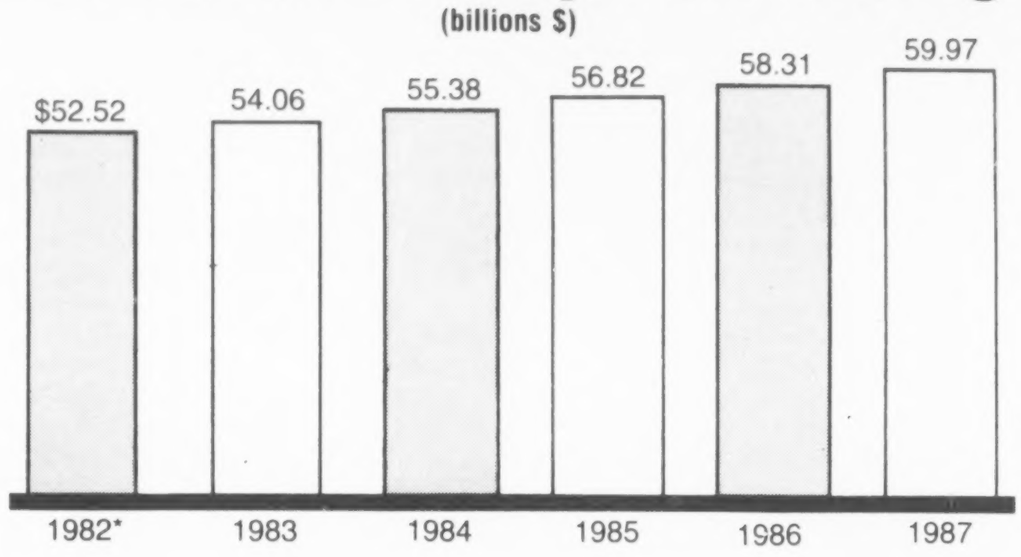
Among novelties, digital clocks are past their time and others have already saturated the market, buyers said.

However, sales of accessories like sun roofs and trailer hitches—which help give added space to small cars—should continue to grow as down-sizing of new cars continues. And

(Continued on page 32)

Aftermarket Keeps on Rolling

(billions $)



*Estimated
Source: Automotive Market Research Council

The Battle of the Names

Fronting the race track, pedestal battery display at upscale AIM for the Best, Bartlesville, Okla., conveys strong price-quality relationship between private label and Delco batteries. Parent T.G. & Y. has added the same display to many of its stores.

Since Dropping Name Brand in '81

Battery Sales Rise Tenfold At Ames Under PL Setup

ROCKY HILL, Conn.—By all indications, battery sales should be weak: new cars are selling like hotcakes, and mild weather has been kind under the hoods. But you wouldn't know it at Ames Department Stores, the 145-unit chain based here.

The discounter is getting a charge out of its battery performance—following a nearly tenfold increase in unit sales since revamping its merchandising program two summers ago. After boosting battery sales from 5,200 units annually to 50,000 in the year ended last August, Ames continues to sell at almost the same astounding clip.

Even more surprising, said an Ames spokesman, is that "neither K mart, Caldor nor Bradlees have copied us. They don't realize the potential."

What Ames did was boot out its Gould Scrambler line, having earlier shown Lee the exit. Ames went exclusively with a private label program chainwide, and began to buy its stock directly from Globe Batteries, a division of Johnson Controls, Milwaukee.

"Why do we need middlemen on batteries, when we can avoid the 5%-10% upcharge?" posed the Ames executive.

Globe gives Ames credits for trade-in batteries, based on prevailing lead rates, and provides a built-in 1% allowance for return of defective batteries. The chain gives customers prompt exchanges, less pro-rated charges, for date-coded batteries that are returned.

Ames Dependable batteries are hotly priced—with trade-in, $38.88 for a 36-month battery and $47.88 for a 60-month battery—and are the clinchers for highly profitable, freestanding displays set in main traffic aisles in all its stores. "We jam them on here," said the Ames spokesman, referring to high-margin battery cables, wire brushes, hydrometers and terminal ends.

One result: battery sales have been the department's growth leader for the past two years, nearly doubling its share of sales to 6.1% by the end of 1982. With Ames' store remodeling, enlarging auto sections to 1,000-1,200 sq. ft. from current 800-1,000 sq. ft. levels, prospects appear even brighter.

"People buying batteries want either the lowest price, if they plan to sell their car soon, or the best quality, if they're keeping their cars," said the Ames spokesman. "Middle lines don't sell that well." That's why Ames limits is battery selection.

However, it doesn't skimp on promoting the line. Its 8-ft.-long displays are surrounded by shelf talkers and vivid red, yellow and black hanging signs.

Ames also advertises batteries in its circulars about eight times a year—at sale prices that vary based on the volume the chain wants to do. With trade-ins, the Ames Dependable 36-month battery sells for $29.99 to $32.99, and the 60-month battery for $39.99.